Claim Amendments

This listing of claims replaces all prior versions and listings of claims in the application.

1. (Previously Presented) A deep sea fishing lure comprising:

a lure body;

a removable, interchangeable jacket installed over and substantially covering the body and made of a light-transmissive material and configured to visually resemble a bait attractive to fish;

said body including a housing with sidewalls made of a generally light-transmissive material and an interior space for accommodation of display lights;

a first linear bank of display lights installed in the housing parallel to an intended direction of travel of the lure through a body of water and including a plurality of spaced apart individual electric light sources viewable through the light transmissive material sidewalls of the housing;

a circular bank of display lights installed in the housing aft of the first linear bank of lights and including a plurality of spaced apart, aft facing individual electric light sources;

a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a second end extending aft out of the housing to transmit light from the circular light bank;

a battery pack installed in the housing and connected to the light sources; and

an on/off switch connected between the display light sources and the battery pack to turn the display lights on and off.

2. (Previously Presented) The fishing lure of claim 1 including:

a second linear bank of display lights parallel to the first bank including a plurality of spaced apart individual electric light sources viewable through the light transmissive material sidewalls of the housing.

3. (Original) The fishing lure of claim 2 including:

at least one flasher module connected to said light banks operative to flash lights of the light banks on and off for the purpose of attracting fish.

4. (Original) The fishing lure of claim 3 wherein:

said flasher module is operative to sequentially flash lights of the light banks.

5. (Previously Presented) The fishing lure of claim 4 wherein:

said battery pack is rechargeable and including a metal leader tube passing centrally through the lure body and the jacket for use as part of a circuit in recharging.

6. (Previously Presented) The fishing lure of claim 4 wherein:

the light sources of said light banks are light emitting diodes.

7. (Original) The fishing lure of claim 5 wherein:

the lights are green.

8. (Original) The fishing lure of claim 4 including:

a clear epoxy resin filling the interior space of the housing and encapsulating the items therein.

9. (Original) The fishing lure of claim 4 wherein:

said on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.

10. (Original) The fishing lure of claim 4 wherein:

said jacket is configured in the likeness of a squid.

11. (Original) The fishing lure of claim 4 wherein:

said battery pack includes a plurality of rechargeable batteries, and a recharging circuit connected to the batteries and a recharging receptacle installed in the housing sidewalls.

12. (Previously Presented) The fishing lure of claim 1 including:

at least one flasher module connected to said light banks operative to flash light sources of the light banks on and off for the purpose of attracting fish.

13. (Previously Presented) The fishing lure of claim 12 wherein:

said flasher module is operative to sequentially flash light sources of the light banks.

14. (Previously Presented) The fishing lure of claim 13 wherein:

said flasher module is a connected to the first linear light bank operative to sequentially flash the light sources, and including a second flasher module connected to the circular light bank operative to sequentially flash the light sources of the circular light bank.

15. (Previously Presented) A deep sea fishing lure comprising:

a lure body;

a removable, interchangeable jacket installed over and substantially covering the body and made of a light-transmissive material and configured to visually resemble a bait attractive to fish;

said body including a housing with sidewalls that are made of a generally light-transmissive material and an interior space;

a circular bank of display lights installed in the housing circularly disposed about an axis parallel to an intended direction of travel of the lure through a body of water and including a plurality of spaced apart, aft facing individual electric light sources;

a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a

second end extending aft out of the housing to transmit light from the circular light bank;

a battery pack installed in the housing and connected to the lights;

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off;

an electronic flasher module connected to said light bank operative to sequentially flash the light sources of the light bank on and off for the purpose of attracting fish.

16-17 (Cancelled).

18. (Previously Presented) The fishing lure of claim 15 wherein:

the light sources of said light bank are light emitting diodes.

19. (Original) The fishing lure of claim 18 wherein:

the lights are green.

20. (Previously Presented) The fishing lure of claim 15 including:

a clear epoxy resin filling the interior space of the housing and encapsulating the items therein.

21. (Original) The fishing lure of claim 20 wherein:

said on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.

22. (Original) The fishing lure of claim 20 wherein:

said jacket is configured in the likeness of a squid.

23. (Cancelled)

24. (Previously Presented) A deep sea fishing lure comprising:

a lure body;

a removable, interchangeable jacket installed over and substantially covering the body and made of a translucent material and configured to visually resemble a bait attractive to fish;

said body including a housing with sidewalls made of a generally light-transmissive material and an interior space for accommodation of display lights;

first and second parallel linear banks of display lights installed in the housing parallel to an intended direction of travel of the lure through a body of water and each including a plurality of spaced apart individual electric light sources viewable through the light transmissive material sidewalls of the housing;

a circular bank of display lights installed in the housing aft of the first and second linear banks of lights and including a plurality of spaced apart, aft facing individual electric light sources;

at least one flasher module connected to said light banks operative to flash of the light banks sequentially on and off for the purpose of attracting fish.

a battery pack installed in the housing and connected to the lights; and

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off.

25. (Previously Presented) A deep sea fishing lure comprising:

a lure body having a forward end and an aft end that trails the forward end when the body is moved in an intended direction through a body of water to catch fish;

said body including a housing comprised of light-transmissive sidewalls and an interior space for accommodation of display lights;

a first linear bank of display lights installed in the housing parallel to an intended direction of travel of the lure through and including a plurality of spaced apart individual electric light sources viewable through the light transmissive material sidewalls of the housing;

a circular bank of display lights installed in the housing aft of the first linear bank of lights and including a plurality of spaced apart, aft facing individual electric light sources;

at least one electronic flasher module connected to said light banks operative to flash lights of the light banks on and off for the purpose of attracting fish;

a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a second end extending aft out of the housing to transmit light from the circular light bank;

a rechargeable battery pack installed in the housing and connected to the lights;

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off; and

a metal leader tube passing centrally through the body and connected to the battery pack for use as part of a circuit in recharging.

26. (Original) The fishing lure of claim 25 including:

a second linear bank of display lights parallel to the first bank.

27. (Previously Presented) The fishing lure of claim 26 wherein:

the light sources of said light banks are light emitting diodes.

28. (Original) The fishing lure of claim 27 wherein:

said on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.

29. (Previously Presented) A deep sea fishing lure comprising:

a lure body;

a jacket installed over and substantially covering the body and made of a light-transmissive material and configured to visually resemble a bait attractive to fish;

said body including a housing with sidewalls that are made of a generally light-transmissive material and an interior space for accommodation of display lights;

a circular bank of display lights installed in the housing circularly disposed about an axis parallel to an intended direction of travel of the lure through a body of water and including a plurality of spaced apart, aft facing individual electric light sources;

a fiber optic bundle having a first end connected inside the housing next to the circular light bank so as to receive light from the circular light bank, and a second end extending aft out of the housing to transmit light from the circular light bank;

a battery pack installed in the housing and connected to the lights;

an on/off switch connected between the display lights and the battery pack to turn the display lights on and off;

an electronic flasher module connected to said light bank operative to sequentially flash the light sources of the light bank on and off for the purpose of attracting fish;

said battery pack including a plurality of rechargeable batteries, and a recharging circuit connected to the batteries and a recharging receptacle installed in the housing sidewalls;

and including a metal leader tube passing centrally through the body and jacket and connected to the battery pack for use as part of a circuit in recharging.

30. (Previously Presented) The fishing lure of claim 29, in which the light sources of said light bank are light emitting diodes.

31. (Previously Presented) The fishing lure of claim 30, in which the lights are green.

32. (Previously Presented) The fishing lure of claim 29, including a clear epoxy resin filling the interior space of the housing and encapsulating the items therein.

33. (Previously Presented) The fishing lure of claim 29, in which the on/off switch is a magnetically actuated reed switch operable through the use of a magnet held exteriorly to the housing.

34. (Previously Presented) The fishing lure of claim 29, in which the jacket is configured in the likeness of a squid.

35. (Previously Presented) The fishing lure of claim 29, in which the jacket is removable and interchangeable.

36. (Currently Amended) A deep sea fishing lure comprising:

a lure body surrounding a housing comprised of light-transmissive sidewalls and an interior space;

at least one bank of multiple, spaced apart, individual electric display lights in the interior space, viewable through the light transmissive sidewalls of the housing;

a fiber optic bundle to transmit light aft from the display lights to outside the lure;

a rechargeable battery pack for the display lights installed in the housing; and

a leader tube, passing centrally through the body to the battery pack, that forms part of a recharging circuit, wherein a leader wire is extendable through the leader wire.

37. (Previously Presented) The fishing lure of claim 36, further comprising an on/off switch connected between the display lights and the battery pack.

38. (Previously Presented) The fishing lure of claim 37, in which the on/off switch is a magnetically actuated reed switch operable through the use of a magnet held outside the housing.

39. (Previously Presented) The fishing lure of claim 36, in which the display lights are light emitting diodes.

40-43. (Canceled)